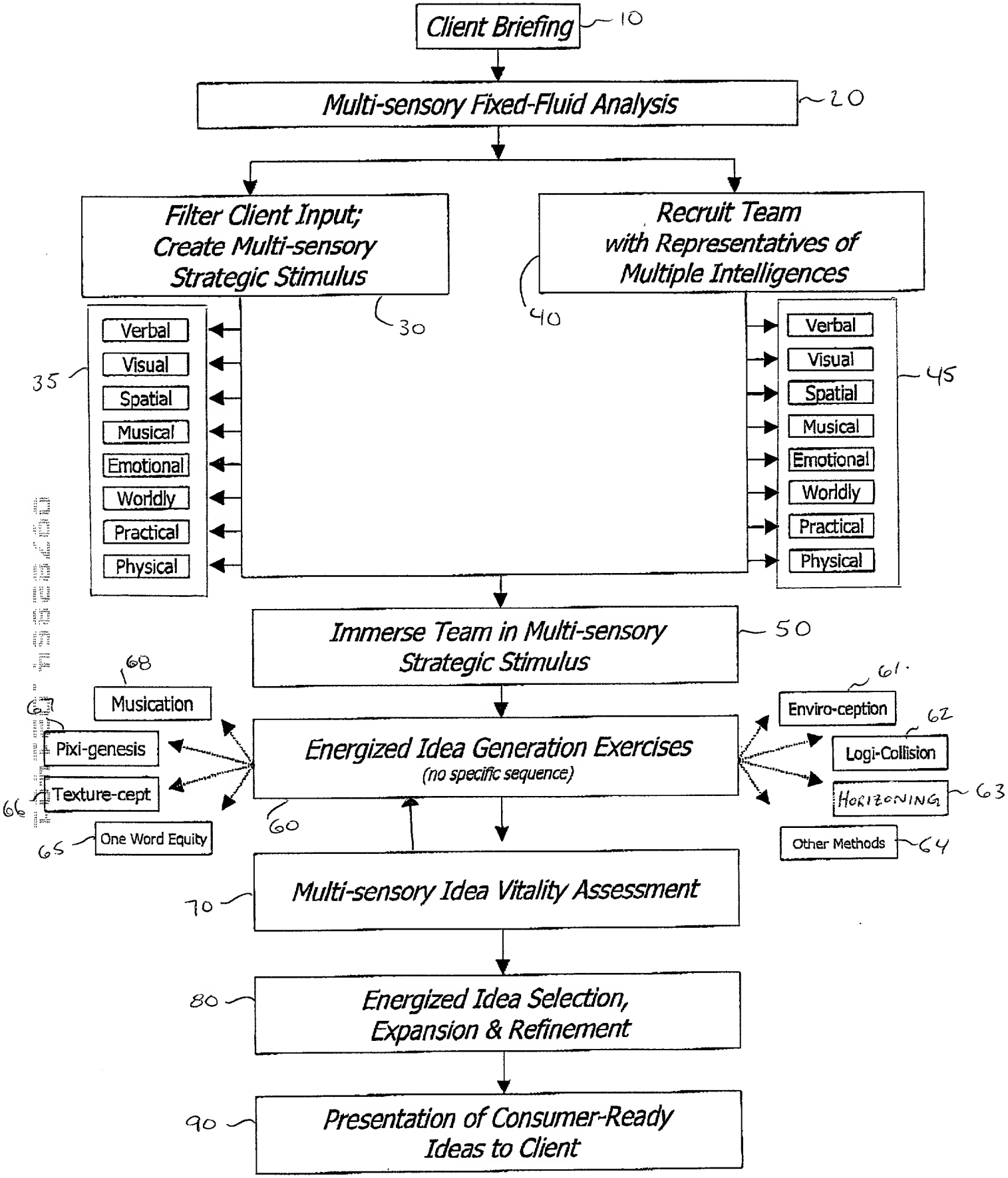
Client Briefing
10
Multi-sensory Fixed-Fluid Analysis
20
Filter Client Input; Create Multi-sensory Strategic Stimulus
30
Recruit Team with Representatives of Multiple Intelligences
40
35
Verbal
Visual
Spatial
Musical
Emotional
Worldly
Practical
Physical
45
Verbal
Visual
Spatial
Musical
Emotional
Worldly
Practical
Physical
Immerse Team in Multi-sensory Strategic Stimulus
50
68
Musication
67
Pixi-genesis
Texture-cept
66
One Word Equity
65
Energized Idea Generation Exercises
(no specific sequence)
60
61
Enviro-ception
62
Logi-Collision
HORIZONING
63
Other Methods
64
Multi-sensory Idea Vitality Assessment
70
Energized Idea Selection, Expansion & Refinement
80
Presentation of Consumer-Ready Ideas to Client
90

Fig. 1

MULTI-SENSORY FIXED-FLUID ANALYSIS

	Fixed	Fluid
Verbal Elements		
Names		
Brand name	___	___
Form Name	___	___
Version Names	___	___
Benefits		
Strategic Brand Benefit	___	___
Variant Benefits	___	___
Other		
Any key identity phrases	___	___
Brand story (legend & lore)	___	___
Visual elements		
Color Palette	___	___
Graphics/iconography	___	___
Key Imagery	___	___
Audio elements		
Musical Identity	___	___
Voice quality	___	___
Tactile elements		
Package shape	___	___
Package material	___	___
In-store display structures	___	___
Product textures	___	___
Experiential Elements		
Product usage experience	___	___
Product choice/versioning	___	___
Web experience	___	___
In-store experience	___	___
In-store themes	___	___
Distribution points	___	___
Physical Elements		
Product category	___	___
Product technology		
current	___	___
future	___	___
Numerical Elements		
Pricing	___	___
Sizing	___	___
Interpersonal/Emotional Elements		
Primary target consumer	___	___
Secondary target consumer	___	___
Product use social context	___	___

200

FIG. 2

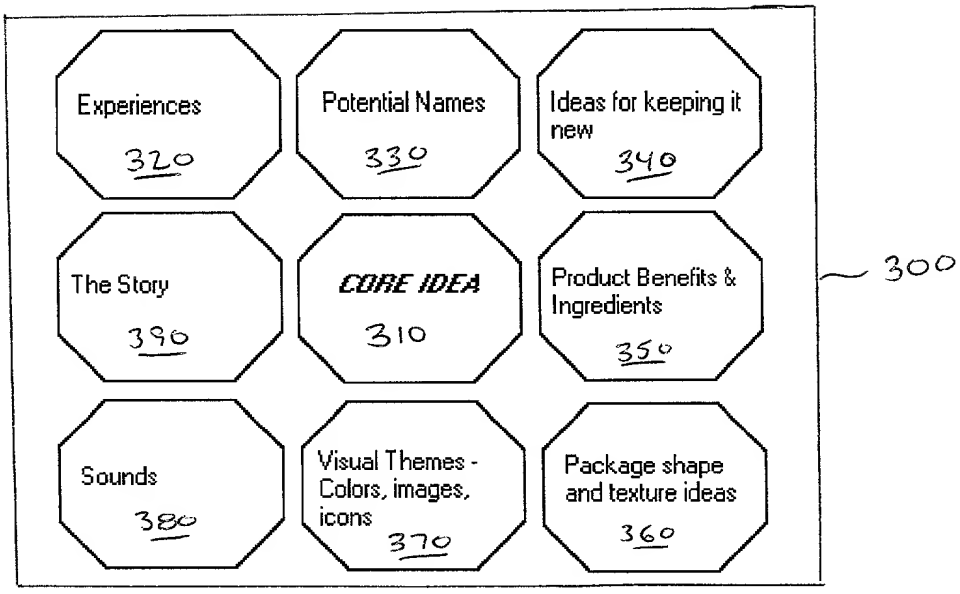
Experiences
320
Potential Names
330
Ideas for keeping it new
340
The Story
390
CORE IDEA
310
Product Benefits & Ingredients
350
Sounds
380
Visual Themes - Colors, images, icons
370
Package shape and texture ideas
360
300

FIG. 3